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Target House Wins Highest Award

Memphis City Beautiful's 2004 Beautiful Business Awards

MEMPHIS CITY BEAUTIFUL COMMISSION presented 46 businesses with a 2004 Beautiful Business Award. 153 properties were nominated this year—a fabulous 34 percent increase over last year!

Judging was based on criteria including the general upkeep and overall appearance of the property—plant material providing seasonal color; landscaping improving the property; and all elements of the property adhere to good design principles, such as balance, symmetry, and proportions that were unique, fresh, and imaginative. And lastly, that the business was clean with no apparent litter problems.

Councilman Scott McCormick presented the final and highest award of the evening, The Mayor's Award of Excellence, to Target House, which was landscaped by Pettit's LawnScapes. Target House, known as the "neighborhood of caring" since 1999, is a five-story apartment-style building housing up to 51 patients and their families from across the nation as they undergo treatment for cancer and other catastrophic diseases. It provides a home-away-from-home environment for families whose children can require up to two years of treatment, free of charge. Target House includes a large-scale family fitness center, a

library, a music room, a tranquil garden patio and beautifully landscaped gardens.

"Target House was a winner of this same award in 1999 and

continues to show its commitment to provide a safe, caring, and beautiful environment not only to its residents, but also to the City of Memphis," said Councilman McCormick. "It is my honor and privilege to announce Target House as the 2004 winner," continued McCormick.

Baptist Memorial Hospital-Memphis, Hampton Inn and Suites at Peabody Place, Kirby Station Apartments, South Bluffs Apartments, and The Park Estate Apartments were inducted into the Hall of Fame for winning in the same category for three consecutive years.

On behalf of the City of Memphis, MCB thanks *The Commercial Appeal* for continuing their long tradition of supporting this program. Our thanks to all of the management companies, developers, property owners, and individual businesses that are models for others, going beyond what is required and investing in the whole community, not just their area.

See page 5 for other 2004 winners!



The 2004 Mayor's Award of Excellence was awarded to Tom Wiley of Pettit's LawnScapes for their work with Target House.

National Public Lands Month Kick-off

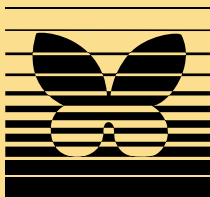
Officially Began with the September 11th Downtown Clean Up

City Beautiful would like to thank Dr. Ron Wiese, pastor of Trinity Lutheran Church and former City Beautiful commissioner, for his idea of kicking off National Public Lands Month with a downtown clean up in honor of the third anniversary of September 11.

89 volunteers from the Downtown Churches Association, Memphis Job Corps, The Downtown Neighborhood Association, New Pathways, and the Peabody-Vance Neighborhood Association removed tree limbs and building materials, collected discarded tires, and filled several hundred garbage bags from neglected trash-filled lots around St. Patrick's Church.

This clean up effort shows that through a spirit of cooperation, organizations and individuals who are concerned about the quality of life in our city can come together as a team to improve a community's environment.





*The mission of the
Memphis City Beautiful Commission
is to provide leadership in educating and
involving Memphians toward beautification
and environmental improvement.*

*Our purpose is to direct Memphians
toward an environmentally responsible city
that is a clean, beautiful, healthful, and
safe place in which to live.*

MEMPHIS CITY BEAUTIFUL COMMISSIONERS



Bethany Smith and Janice Pettis are looking forward to working with each other and with all of the new and returning commissioners this year.

Chairman: **Bethany Smith**

Vice-Chairman: **Janice Pettis**

Secretary: **Greg Campbell**

COMMITTEE CHAIRMEN

Communications: **Shelley McKee, Lisa Wallace**

Litter Prevention/Clean Up: **Jake Allen, Jo Boone-Wild**

Sponsorship & Development: **Mary McGinnis**

Wade Chillis	Jeffrey Higgs	Reginald Milton
Anna Davis	Shirley Holliday	Mary Elaine Newton
Kristi Duckworth	Annette Hunt	Trevor Thompson
Delores Evans	Barbara Jones	Pat Trentman
Staci Franklin	Cynthia Magallon	Inger Upchurch
Martha Fuller	Sharon Mahaffey	Steven Watson

FRIENDS OF CITY BEAUTIFUL, INC.

The nonprofit fundraising organization supporting the Memphis City Beautiful Commission in achieving its goals, purposes and objectives.

By donating to *Friends of City Beautiful, Inc.* you join other progressive individuals and organizations who care about our city, the environment and the kind of world we want to leave our children.

If you are interested in being a *Friend* and would like more information, please call 522-1135.

MCB STAFF

Executive Director: Eldra T. White

Development/Public Affairs Coordinator: Marijane Turnbow

Program Coordinator: Cyndy Grivich Tucker

Technical Support Specialist: Loretta H. Miller

Your feedback and suggestions are welcomed.

E-mail: marijane.turnbow@cityofmemphis.org

DIRECTOR'S REPORT

ELDRA WHITE, EXECUTIVE DIRECTOR



I want to first thank Cindy Buchanan, our new Director of General Services Division, for supporting several new initiatives to help combat litter. Because of her efforts, two litter crews were formed and are now cleaning up unsightly public properties and streets throughout Memphis. A partnership has been formed between the Tennessee Highway Patrol, the Shelby County Sheriff's Department, Tennessee Department of Transportation, and the Memphis Police Department for local traffic saturations to stop motorists and their passengers from littering. All city departments are

working closer together each day to solve other problems of blight.

Many citizens truly value and understand the importance of maintaining their own property. However, there are thousands of volunteers out there who take the time to clean up trash from parks, school grounds, vacant lots, streets, and alleys in their own neighborhoods and will travel across the city to help other areas in need. We salute all of you!

It takes city government, all citizens, and local businesses working together to have a clean and beautiful city. We thank everyone for doing his or her part, especially our supporters and donors who continue to generously add value and enthusiasm to City Beautiful and our programs.

In addition, I welcome and look forward to working with the new Memphis City Beautiful Commission Chair, Bethany Smith, and Vice-Chair, Janice Pettis. These ladies, as well as the other commissioners, have rolled up their sleeves and are ready for planning events for 2005. It will be an exciting year for promoting a clean, safe, and healthy city, and for celebrating our 75th anniversary! Stay tuned for details.

2004 CITY BEAUTIFUL FACTS & FIGURES

- **37,686** volunteers participated in City Beautiful projects.
- **97,346** volunteer hours were donated to City Beautiful providing \$674,005 worth of benefits.
- City Beautiful received **\$281,300** worth of in-kind goods/services.
- **285** Clean-Ups were conducted throughout the city.
- **24,506** Memphians participated in Plant the City Beautiful projects.
- **11,731** trees and tree seedlings were planted by students and adult volunteers.
- **104** community outreach and classroom presentations reached audiences totaling **19,171**.
- **426** "Oops" letters were sent to littering motorists reported on our 52-CLEAN hotline.
- Cash contributions/grants received totaled **\$19,023**.
- Our programs for 2003-2004 produced a total Value of Benefits worth **\$1,367,323**.
- For every \$1 of local city government support provided, Memphis City Beautiful Commission returned **\$5.79** worth of benefits back to the Memphis community.

Volunteers

MAKING OUR CITY Beautiful

Neighbors! Contact Marijane Turnbow or Loretta Miller at 522-1135 to let us know what you are doing in your community!



Jake Allen

NATIONAL PUBLIC LANDS DAY ALBA CLEAN UP

In his first official act as Co-Chair of the Litter Prevention & Clean Up Committee, Jake Allen organized a clean up in the Airways-Lamar

Business Association (ALBA) district. Several heavily trashed, high-profile lots along Airways were identified with one targeted as priority—shrubs had grown over the sidewalk making it difficult and dangerous for students from the area schools to pass without going out into the street.

On National Public Lands Day—Saturday, September 18th—31 volunteers from Memphis City Beautiful, AmeriCorps-Project TLC, and the University of Memphis Service met Jake at the location. Using bow saws, hedge clippers, rakes, and shovels from City Beautiful's Tool Lending Bank, they removed all the trash, tires, and limbs.

"I would like to thank all the volunteers, they were great," says Jake. "My special thanks to the AmeriCorps group who braved the poison ivy and heavy overgrowth to make it safer for the children of that community." *

NEWS FROM BURLINGTON AREA NEIGHBORHOOD ASSOCIATION

There are new signs on the first entrance gates to the diverse community and the



A HILTON HOTEL CORPORATION Payroll Department volunteer read *The Wartville Wizard* to kindergarten classes at White Station Elementary. Other volunteers read the anti-litter story to Macon and Berclair Elementary schools, with a total audience of more than 800 students. The payroll department also donated a copy of the book to each school. *

residents are really excited and want to share what they have accomplished. Chris Neeley, D.J. Peters and others sacrificed an entire day clearing foliage that had blighted their gates for almost two decades. "John Malone and E.J. Turpin managed this project," said Wilbert Gibson, BANA president. "Their work in serving this community is unparalleled," continued Mr. Gibson. Minister Radford P. Savage, owner of Poetic Gardens Landscaping, donated his entire crew to remove the deeply embedded boulders and unsightly



BURLINGTON AREA NEIGHBORHOOD: John Malone, left, and E.J. Turpin pose in front of their neighborhood's new entrance sign. *

stumps and landscape around the entrance gates. Congratulations to Mr. Gibson and the Burlington Neighborhood Association for making your community a more beautiful and safer neighborhood! *



EMERALD POINTE/EMERALD PARK: Thanks to the staff of Emerald Pointe/Emerald Park Apartments for volunteering to clean up litter along Hickory Hill every Thursday. What a great team effort and service to the community! *



PLANT PATROLLERS catch Carol Doss (seated) *planting the city beautiful* on Montelo Road. Standing, left to right: Delores Evans, Joe Spake, Clyde Faulkner, and Eldra White. *

LITTERBUG LABOR DAY WEEKEND INITIATIVE!

Memphis City Beautiful volunteers, along with Sergeant Obie of the Tennessee Highway Patrol, displayed signs reminding people Not To Litter; to Keep Memphis Clean; To Pitch In, Not Out; Cover Your Load; and to Not Get Fined.

The "Enforcement Task Force" was coordinated by Memphis City Beautiful. Agencies that participated were the Shelby County Sheriff's Office, City Of Memphis General Services Division, the Tennessee Department of Transportation, Tennessee Highway Patrol



Above, Sergeant Obie of the Tennessee Highway Patrol. Below, the Sargent gets help! Volunteers were coordinated by Janice Pettis, Vice-chairman of the Memphis City Beautiful Commission.



THE 2004 AWARD PRESENTATION for MCB's annual Waste in Place contest will take place on Friday, November 19, 2004, from 10-11:30 a.m. at the Memphis City Schools Board of Education auditorium (2597 Avery). *



ROYAL AMBASSADORS: These boys took time to rejuvenate flower beds and urns at Cherokee Baptist Church. Front row, from left: Jonathan Bushart and Nicholas Bushart. Second row: Nickolas Sappington, Will Hall, Cole Coughlin, Britton Rook, Richey Norwood, Tra Holmes, Christopher Beasley, and Jay Holmes. Third row: Dorian Chamberlain (director of the group), Cody Sappington, Seth Billings, Taylor Chamberlain, Terre Coughlin, and Chris Coughlin. *



ANNESDALE PARK HISTORIC DISTRICT: from left to right, Cathy Winterburn, Linda Norton, and Diane McKinney *plant the city beautiful.* *

The Victorian Village Arboretum is Official!

Thanks to Richard Beckwith, Horticulturist; Chris Latt, Urban Forester, Park Services, City of Memphis; Christy Pepper, West Tennessee Regional Urban Forester; Wes Hopper, Tennessee Urban Forestry Council; and Loretta Miller, Technical Support Specialist, Memphis City Beautiful Commission. Their efforts have been successful in classifying Victorian Village as a official arboretum. "The Victorian Village Historic District has always stood out as a prime location for an official arboretum, and I am thrilled to have participated in this successful team effort," says Loretta Miller.

The arboretum is one square mile, nestled in the midst of historic homes, located only a few blocks from the mighty Mississippi. Trees stemming from the Victorian Era include the Southern Magnolias, American Elm, and English Oak; the Fig, Pecan, Walnut, and Persimmon are common edible fruit trees. The Tennessee Bicentennial Tulip Tree, our state tree, lives among the international trees—Japanese Zelkova and the Chinese Date. Flowering trees that show their colors so bright in spring and fall include the Crepe Myrtle, Kwanzan Cherry, Sweet Bay Magnolia, Red Buckeyes, and White Redbuds.

Come visit Victorian Village and walk the new Victorian Village Arboretum. For directions, give us a call at 522-1135.

MCB's 2004 Beautiful Business Awards

Award Winners

COMMERCIAL RETAIL

Malco Paradiso
The Laurelwood Collection
Laurelwood Shopping Center
Wolfchase Galleria
Bahama Breeze
P.F. Chang's

COMMERCIAL SERVICE

Union Planters Bank
Federal Express Corporation
Temperature, Inc.
Financial Federal Savings and
Semmes Murphy Clinic
Renaissance Center
Perimeter Point Business Center
International Place
Hampton Inn Walnut Grove
Hilton Memphis Hotel
University Club

DOWNTOWN

Morgan Keegan Tower
South Bluffs Apartments
Riverbluff Condos
Harbor Town
Hampton Inn and Suites @
Peabody Place
Tennessee Technology Center

INDUSTRIAL/MANUFACTURING

Baxter Healthcare Corporation
Smith Nephew, Inc.
South Park
Cathedral of The
Immaculate Conception
Baptist Memorial Hospital-
Memphis
Target House
Memphis Botanic Garden
Southern College of Optometry
Memory Hills Garden Cemetery
Ducks Unlimited

RESIDENTIAL

The Park Estate Apartments
Kirby Station Apartments
The Reserve of Dexter Lake
Lutheran Village
Wynfrey Place Subdivision
Fountain Pointe HOA
Town Village Audubon Park

SPECIAL AWARDS

First Tennessee Bank Branches
Tournament Trails
Buckman Laboratories Intl.
United Methodist Neighborhood
Center of Memphis
College Park
Bristol Apartments

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Friends of City Beautiful, Inc.

Memphis City Beautiful Commission relies on the support of *Friends* to continue their programs and projects. The following contributors are gratefully acknowledged for their thoughtful gifts made March 2–September 30, 2004.

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Waste Management
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HONORARIUMS

Carol & Jerry Francisco, In honor of their
50th Anniversary/ John & Linda Isbell
Little Garden Club of Memphis/
B. Hussey
Linda Lipinski, "a good neighbor"/
Katie Lincoln
Memphis City Beautiful Staff/
Jane W. Hobson
25th Birthday of the Memphis Queen III/
Barbara Ingram,
Bill & Charlotte Ruppelt
Rob Northcross/
Zonta Club of Memphis
Neville Gay Williams/
Mr. & Mrs. Jerry F. Gay

Year-End Giving

AS THE HOLIDAY SEASON approaches, many of us pause to think about ways we can help those organizations that have a special place in our hearts. Throughout its 74-year history, the Memphis City Beautiful Commission has been fortunate to receive many generous gifts from individuals, businesses, organizations, and foundations. This support is very important to maintaining our educational programs and services.

If you are planning to make charitable gifts before the end of this year, please include *Friends of City Beautiful* on your list. Large or small, all donations are needed, greatly appreciated, and will be used wisely. If you would like your gift to be designated for a particular area or fund, i.e., Youth Education, Public Awareness Campaign, Tool Bank, Newsletter, Flowering Tree Trail, In Memory/Honor Of, simply enclose a note or make a note on your check. Contact Marijane Turnbow, Development/Public Affairs Coordinator (522-1135) for any additional information.

Thank you for your support!

FRIENDS OF CITY BEAUTIFUL, INC. FY 2003-2004

Financial Statement

Balance 7/1/03	\$ 67,397.84
Receipts	\$ 20,459.39
Disbursements	\$ 37,537.57
Balance 6/30/04	\$ 50,319.66

A Cleaner Memphis Starts with You!

YOUR NAME		DAYTIME PHONE	
MAILING ADDRESS		CITY	STATE ZIP
Enclosed is my tax deductible-donation in the amount of			
<input type="checkbox"/> \$50	<input type="checkbox"/> \$100	<input type="checkbox"/> \$250	<input type="checkbox"/> \$500 <input type="checkbox"/> \$1,000 <input type="checkbox"/> Other \$ _____

Please enclose your check made payable to Friends of City Beautiful, Inc. and return with application to: Friends of City Beautiful, Inc., 664 Adams Avenue, Memphis, TN 38105

Litter-ally Speaking

Knowing more about litter is the first step to a cleaner community

When was the last time you saw someone littering? It may be hard to remember. But litter doesn't just appear—it's the result of careless attitudes and behaviors. What's the answer? Knowing more about litter and where it comes from is a good place to start. Research by Keep America Beautiful, Inc. found that people litter because they feel no sense of ownership and they believe someone else will pick up after them.

IT'S BLOWING IN THE WIND

Litter is blown about by wind and traffic or carried by water. It moves until trapped by a curb, building, or fence. Once litter has accumulated, it invites people to add more.

LITTER IS COSTLY

The Highway department spends millions of tax dollars and many hours annually picking up litter. Local, state, and federal governments spend additional funds removing the litter put there by careless litterbugs.

WHAT YOU CAN DO TO HELP SAVE TIME AND MONEY

- * Set good examples by not littering.
- * Carry a litterbag in your car.
- * Make sure trashcans are securely fastened. Don't put out loose trash in boxes.
- * Bundle papers before placing in curbside recycling bin.
- * Businesses—check dumpsters daily to ensure top and side doors are closed.
- * Cover open loads on all trucks.
- * Clean up your construction site daily.
- * Volunteer to help organize a cleanup in your community.
- * Report littering motorists and passengers to the **52-CLEAN** (522-5326) Hotline.
- * Report litter on highways by calling **1-877-SMARTWAY**.

REMINDER! Littering can be a criminal violation and upon conviction, an individual may face up to six months in jail and a fine of \$500 plus court costs.

THERE ARE SEVEN PRIMARY SOURCES OF LITTER:

- * Household trash handling and its placement at the curb for collection
- * Dumpsters used by businesses
- * Loading docks
- * Construction and demolition sites
- * Trucks with uncovered loads
- * Pedestrians
- * Motorists

IMPORTANT REMINDERS FOR SMOKERS WHEN DISCARDING CIGARETTE BUTTS

- * Use an ashtray.
- * Use receptacles outside public buildings.
- * Do not throw butts from car windows or onto sidewalks.
- * Always carry a portable ashtray. It is as easy to carry as a lighter or matches.
- * **TAKE RESPONSIBILITY FOR YOUR CIGARETTE BUTTS—DON'T LET THEM BECOME LITTER!**
Please encourage fellow smokers to do the same.



To reserve your tools
for clean up projects,
call Loretta Miller at
522-1135.



Mayor Willie W. Herenton
Editor: Marijane Turnbow

To delete your name or correct your address on our mailing list, please call
901-522-1135 or e-mail marijane.turnbow@cityofmemphis.org



City Beautiful
VOLUNTEERS ARE CLEANING UP!

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